

October 15, 1976
FOR IMMEDIATE RELEASE

WELL-KNOWN AUTHOR TO SPEAK AT CONCORDIA'S LOYOLA CAMPUS

Well-known author Robert Theobald will speak on "Understanding the Transition from the Industrial Era to the Communications Era" at the F.C. Smith Auditorium of Concordia University's Loyola Campus (7141 Sherbrooke St. W.) at noon, Wednesday October 27.

Reknowned for books such as Futures Conditional, The Failure of Success, Tug's 1994 and Middle Class Support, Dr. Theobald will be speaking at Concordia as part of the university's "Conversations with Arts and Sciences" lectures series.

One of Dr. Theobald's objectives is "to encourage people to get involved in thinking about and acting toward achieving a successful transition (from an industrial to a communications era)". He believes that "the concept that a major transition will take place and alter our ideas and thinking during the remainder of the century is increasingly widely being accepted."

Dr. Theobald hopes to introduce a new type of study he calls "Transitional Studies" in a variety of institutions. This program, in bringing together all "we know and are learning about the process of change... would challenge people to come to grips with the transition from the industrial era to the emerging communications era."

Dr. Theobald's most recent book, An Alternative for America's Third Century, was published on July 4, 1976.

Further information on "Conversations with Arts and Sciences" can be obtained by calling 482-0320, ext. 341 or 343.